LEO BURNETT U.S.A.
Printed in U.S.A.

Get down to Basics.

The new low-tar cigarette with Double-Aged Tobacco. 6 mg Kings or 9 mg 100's.

Only 9mg tar.

Only 6mg tar.

All tobacco is aged. But with the Basic blend, selected leaves are aged again. They're allowed to enrich themselves until they're actually too full-flavored for today's smoker.

Your Basic judge
"Low tar and great taste. Served concurrently."

But it's important to start with all that flavor. Why? So when you take out tar—all the way down to 6 mg for Kings, 9 mg for 100's—you'll still have plenty of flavor left.

Because that's the Basic idea: Flavor. With less tar.

Get down to Basics.

Low tar. Double-Aged Tobacco.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 6 mg "tar," 0.6 mg nicotine—100's: 9 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

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